



a community scorecard will help monitor progress

Residents today want their government and leaders to be more responsive and more accountable. We need to develop a community scorecard to monitor progress toward meeting our Plan goals.

The community scorecard will keep residents informed, help ensure accountability, identify trends, promote quick response to emerging problems, and guide strategic choices. Scorecard information can be available over the internet to the entire community.

The scorecard may also become a model for other cities: this recommendation has led the prestigious National Civic League to select Long Beach as one of four cities nationwide to participate in a two-year study to develop performance measures for public services.

Our Strategy for the Future

As we strive to maintain and improve the quality of life of all our residents, our wonderfully diverse population offers new energy, entrepreneurship, and cultural opportunities. For Long Beach to be successful in the marketplace of Southern California cities, we need a new vision and a new strategy. Our challenge is to strengthen our neighborhoods, encourage local leadership and self-help, and attack the forces that lead to physical deterioration and social disintegration.

Implementing this far-reaching Plan will inevitably change the way the City does business and relates to its residents. The City's leaders, staff, neighborhood organizations, schools, businesses, not-for-profits, and religious groups will need to create collaborative partnerships more intense and committed than our city has ever seen before.

A Collaborative Implementation Organization

To accomplish our goals, we will need to develop a new, independent organization to advise the City and act as an "advocate" for timely implementation of the Plan. The organization will include representatives of neighborhoods, and the education, business, not-for-profit and religious communities. The group will help identify the public policy issues vital to the Plan's success and present them to our political leadership.

It will first be responsible for developing a "community scorecard" to measure progress on each part of the Plan (see sidebar). As necessary, the new organization can also develop new public policy initiatives and civic programs, forums, and communication projects that will aid implementation of the Plan.

Initially, this collaborative organization will need some City funding, but it is expected that business and foundation funding will help support the organization's program in the future.

And—Most Important—People

When the work of the community is done by the community, benefits accrue to individuals, neighborhoods, and the community at large. The key to Long Beach 2010 is that it was developed by representatives of all perspectives and interests within the community with a sense of optimism and civic pride. The new partnerships we are forging among our municipal corporation, neighborhoods, schools, business, and religious groups ensure it will be implemented in the same spirit.

Every resident and business can have an impact on the future—your ideas and your input will craft the decisions that affect your neighborhood and your city. This Plan creates new priorities, new approaches to governance, and a new consensus on the community that we want to be in the 21st century.

guiding principles

Our Plan has a set of principles to help steer us in the right direction and to serve as touchstones for our decision-making.



compassion

Our community cares about itself by caring for others. Our well being is the responsibility of the entire community.



community involvement

We commit ourselves to a continuous civic dialog to build community strength and self-sufficiency.



diversity

We value individuality, celebrating the uniqueness and diversity of our people.



justice

We create systems that strive to promote fairness and equity in government.



equity

We concentrate our resources—money, energy and time—on neighborhoods and issues that need them most.



integrity

Our actions and decisions flow from these guiding principles.



courage

We expect from our leaders the courage to put aside parochial interests and to make decisions that best serve our entire community.